

## GENERAL INFORMATION

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### *A Desirable City for Successful Business*

#### MAJOR CORPORATIONS AND EMPLOYERS:

- Alamo Rent A Car
- Allied Signal
- AT&T
- AutoNation USA
- BellSouth
- Certified Vacations
- Citicorp
- Citrix Systems
- Dana Corporation
- Extended Stay America
- Galaxy Latin America
- Hatteras of Lauderdale
- Hewlett-Packard
- Interim Services
- Microsoft
- Morse Operations
- Motorola
- Omnipoint
- Republic Industries
- South African Airways
- SportsLine USA
- Sun-Sentinel
- Templeton Investments
- Vacation Break USA

### *Multi-Modal Transportation Hub*

#### ACCESSIBLE LOCATION ADVANTAGES:

- Centrally located in Broward County and in the southeast Florida Gold Coast Region; Downtown Fort Lauderdale is within three miles of Port Everglades, Fort Lauderdale/Hollywood International Airport, I-95, I-595, Amtrak Railway and Tri-Rail.
- Less than 60 minutes from Miami and Palm Beach International Airports, offering incomparable access to national and international markets including Latin American, the Caribbean, Canada, Europe and the Pacific Rim.

#### AIR:

- Fort Lauderdale/Hollywood International Airport
  - 12 million passengers each year; 22 million anticipated by the year 2012
  - Averages 450 flights daily serving 34,000 passengers
- Fort Lauderdale Executive Airport
  - Seventh busiest general aviation airport in the United States
  - Home to six full-service, fixed base operators providing fuel, maintenance and other services to more than 850 aircraft
  - Executive Airport's 200-acre Industrial Airpark contains more than 125 businesses occupying 1.3 million square-feet of office space
- Temporary Downtown Heliport
  - A new \$2 million permanent Heliport is currently under construction and scheduled to open in early 1999. The facility will serve as a transportation hub for downtown corporations.

#### LAND:

- Major Roadways: I-95, I-595, I-75 and Florida Turnpike
- Railway System
  - Freight carriers: Florida East Coast (FEC) Railroad and CXS Transportation
  - Passenger carriers: Amtrak and Tri-Rail (local service)

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### SEA - PORT EVERGLADES:

- In excess of \$3.5 billion in annual economic impact
- Five-time winner of the Grand Prix Mondial du Voyage's prestigious International Tourism Award
- Nation's second busiest passenger port serving more than 2.5 million passengers per year
- 10 modern cruise terminals, two parking garages and more than 24 cruise ships
- Deepest commercial port in the Southeast United States
- Home to Florida's first Foreign Trade Zone which receives and ships approximately \$500,000 worth of imports and exports per year
- One of the nation's top coffee ports, 12th busiest container port and second largest non-refinery petroleum storage and distribution facility

### *Alluring Attractions*

### BUSINESS ADVANTAGES:

- Pro-business government, excellent quality of life and a diverse, well-educated labor pool
- Favorable tax structure - no state or local personal income tax, no county or city sales tax, no state ad valorem, franchise or inventory tax, no gift tax
- An array of available business incentive and assistance programs for expansion, relocation and retention
- Advanced communications featuring 700 miles of fiber optic cables and state-of-the-art switching equipment for instantaneous global communications
- Downtown Fort Lauderdale is home to city and county government centers, federal and county courthouses, banks, a state regional complex and legal and professional offices
- A well-educated labor force with nearly 30% of individuals over the age of 25 holding college degrees (1990 Census)

### AREA PROFILE:

- Average annual temperature of 77 degrees
- More than 3,000 hours of annual sunshine
- Designated "Yachting Capital of the World" due to City's 85 miles of navigable waterways
- Marine Industry is the second largest industry behind tourism
- Seventh most populous City in Florida: 150,175
- Median Age: 37.3
- Local transportation by water taxi, trolley, bus, taxicab, and Tri-Rail

### DOWNTOWN ATTRACTIONS:

- Museum of Discovery and Science
  - The only science museum in Florida
  - 85,000 square-feet of exhibit space
  - Five-story Blockbuster IMAX Theater - the only one of its kind in Florida
  - \$30.6 million facility
- Broward Center for the Performing Arts
  - Two acoustically perfect theaters
  - \$55 million project

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- Museum of Art
  - Permanent home of a \$6 million collection including CoBrA, Pre-Columbian and West African art, as well as 20th Century paintings
- Riverwalk
  - A 1.5-mile linear park along downtown's New River with brick walkways, lush tropical greenery and pedestrian amenities
  - Attracts more than 1.5 million visitors each year
  - Home to guided waterway tour boats

### SPORTS:

- Florida Panthers Hockey Headquarters
- NFL Alumni
- International Swimming Hall of Fame Aquatic Complex
- Whitbread Round the World Yacht Race - 1990, 1994 and 1998 North American stopover
- Spring training home of Major League Baseball's Baltimore Orioles

### TOURISM:

- Greater Fort Lauderdale's leading industry
- Hosted 6.4 million tourists in 1997 who spent more than \$3.64 billion
- Hotel occupancy rate reached an all-time high of 71.4% in 1997
- Attracted 1.5 million international visitors, 459,257 Canadian visitors and 335,909 Latin American visitors

### *Higher Education*

- Art Institute of Fort Lauderdale
- Broward Community College
- Emery-Riddle Aeronautical University
- Fort Lauderdale College
- Florida Atlantic University
- Florida International University
- Nova Southeastern University

### *Professional Health Care*

#### PUBLIC HOSPITALS:

- Broward General Medical Center
- Imperial Point Medical Center

#### PRIVATE HOSPITALS:

- Cleveland Clinic Florida and Cleveland Clinic Hospital
- Holy Cross Hospital
- North Ridge Medical Center
- Vencor Hospital/Fort Lauderdale

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### *Labor and Industry*

#### FORT LAUDERDALE METROPOLITAN STATISTICAL AREA:

- Labor Force 775,380
- Employed 741,263
- Unemployed 34,117
- Unemployment Rate 4.4% (September 1998)
- Greater Fort Lauderdale's Major Industries

<u>Industry</u>	<u>Number of Firms</u>
Services	17,100
Retail Goods/Trade	8,023
Wholesale Goods/Trade	4,140
Construction	3,747
Finance, Insurance, Real Estate	3,738
Manufacturing	1,755
Transportation, Communications	1,495
Agriculture/Fishing	876
Printing/Publishing	422